



Façade Rebate Program

Presentation for the Commercial Facade Improvement (CFI) Workshop

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Façade Rebate Program

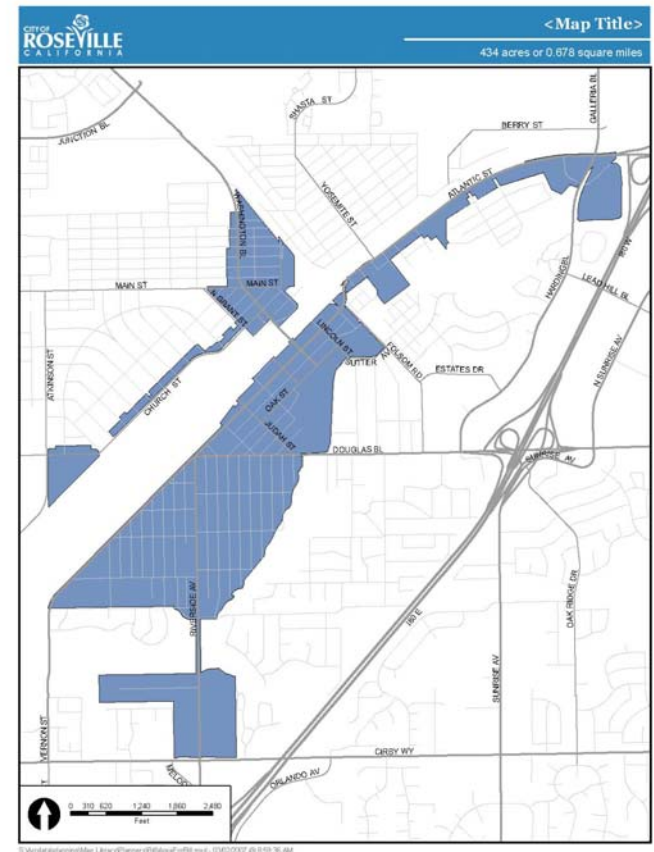
- Program Background
- Program Goals
- Program Overview/
Process
- Successes
- Lessons Learned





Façade Rebate Program - Background

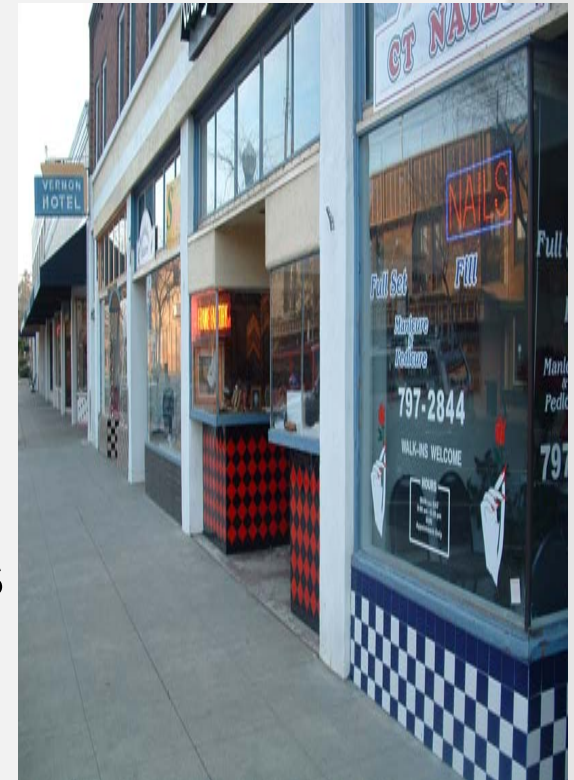
- Redevelopment Area
- Downtown Revitalization
- City/RDA Investment
- Increase in Number of Downtown Projects





Façade Rebate Program - Goals

- Provide revitalization opportunities to owners and tenants.
- Improve retail and commercial amenities in the Downtown.
- Implement quality site design standard and elements in the Downtown.
- Encourage the use of Professionals
- Eliminate Surprises





Façade Rebate Program - Overview

- Eligible Projects
 - *Exterior modifications that improve and add value to the site.*
- Other Department Approvals
 - *Typically requires a building permit.*
- Time Limits
 - *Goal is to have project completed in 120 days, may be extended an additional 60 days.*
- Application Process
 - *Four step process*



Façade Rebate Program – Application Process

- Pre-Application Meeting
- Initial Staff Review
- Application Completeness
- Final Approval – O.P.A.





Façade Rebate Program – Rebate

- Maximum Amount
- Calculating Rebate
- Requesting Reimbursement





Façade Rebate Program – Design Approval

- Reducing risks
- Minimizing time and costs
- Interacting with other departments
- Design changes





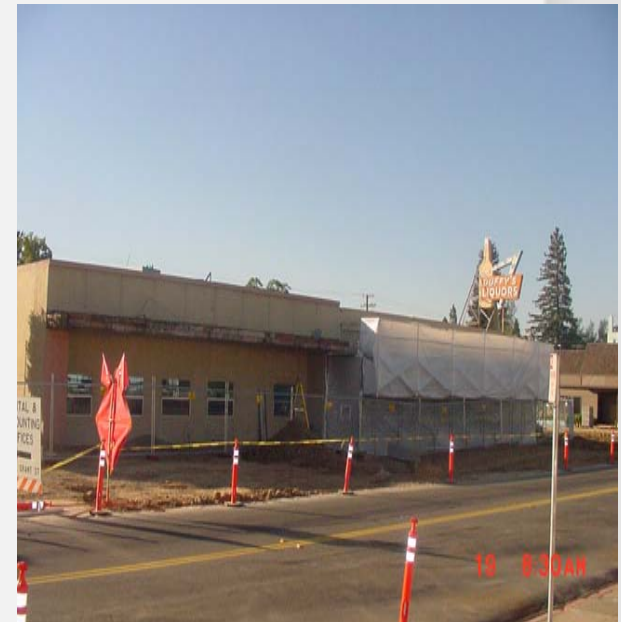
Façade Rebate - Program Marketing

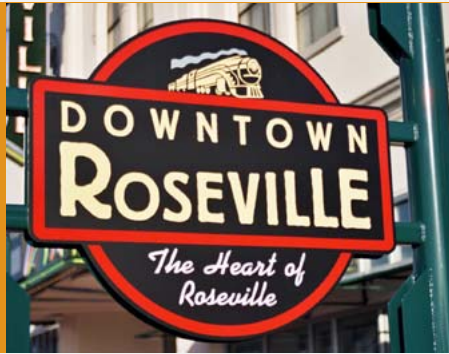
- Reaching your audience before they begin work.
- Overcoming the “fear of the city” factor.
- Using your agency partners.
- Service groups, realtors, contractors and banks.



Façade Rebate - Construction

- Working with owners who are not construction savvy
- Communication
- Single-point-of-contact
- Design changes





Façade Rebate – Success Stories

- Early success sets the pace





Façade Rebate — Success Stories

Restoring character to aging buildings that have significance to the community.





Façade Rebate – Success Stories

- Redevelopment encourages improvements.





Façade Rebate — Success Stories

- Old, burned out buildings become vital once again.





Façade Rebate – Lessons Learned

- Marketing
- Reduce risk
- Simplify the process
- Single-point-of-contact
- Communication



City of Roseville, California



Façade Rebate Program

■ Questions

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